

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
POPULATION TECHNICAL ADVISORY COMMITTEE

October 27, 2009  
MAG Office, Saguaro Room  
302 North 1<sup>st</sup> Ave, Phoenix

MEMBERS IN ATTENDANCE

George Pettit, Gilbert, Chairman	*Matt Holm, Maricopa County
*Bryant Powell, Apache Junction	Wahid Alam, Mesa
Scott Wilken, Avondale	A-Molly Hood, Paradise Valley
Brian Rose, Buckeye	A-Ed Boik, Peoria
A-DJ Stapley, Carefree	Chris DePerro, Phoenix
*Usama Abujbarah, Cave Creek	Dave Williams, Queen Creek
Jason Crampton, Chandler	*Bryan Meyers,
*Mark Smith, El Mirage	Salt River Pima-Maricopa Indian Community
Richard Turner for Eugene Slechts, Fountain Hills	Edmond Lamperez, Scottsdale
*Terry Yergan, Gila River Indian Community	A-Arlene Palisoc for Lisa Collins, Tempe
Thomas Ritz, Glendale	Anne McCracken, Valley Metro
Joe Schmitz for Katie Wilken, Goodyear	*Lloyce Robinson, Youngtown
*Gino Turrubiarres, Guadalupe	*Sonny Culbreth, Litchfield Park
A-Cindy Eisenberger for Rick Buss, Town of Gila Bend	

\* Not in attendance

A - Participated via audioconference

OTHERS IN ATTENDANCE

Harry Higgins	Al Nieto, Census Bureau
Mike Peltó, Vangent Company	Jim Jaranowski, Census Bureau
Rita Walton, MAG	Shaunna Lee-Rice, City of Tolleson
Anubhav Bagley, MAG	Jami Garrison, MAG
Jason Howard, MAG	Kelly Taft, MAG
Nigel Beckford, Census Bureau	Peter Burnett, MAG
Bill Patton, Census Bureau	Tammy Perkins, Phoenix
Jim Thompson, Census Bureau	Max Enterline, Phoenix

1. Call to Order

The meeting was called to order at 10:04 a.m. by Chairman George Pettit.

Chairman George Pettit presented a Resolution of Appreciation to Harry Higgins for his 18 plus years of service to the MAG POPTAC and his work on creating Executive Order 69-6 which established the planning boundaries that later became the boundaries for the Maricopa Association of Governments.

2. Call to the Audience

No comments were made by the audience.

3. Approval of Meeting Minutes of September 22, 2009

Dave Williams moved, Chris DePerro seconded and it was unanimously recommended to approve the meeting minutes of September 22, 2009.

4. Census 2010 Update

4a. Phoenix Complete Count Committee (CCC)

The City of Phoenix CCC and five subcommittees: Media, Business, Minority Outreach, Community & Schools, and Communities of Faith have over 150 community leaders involved. CCC Leadership Team meets regularly to coordinate subcommittee efforts. Gene D'Adamo and Paul Lopez are the co-chairs.

Ms. Perkins said that the Business Subcommittee, co-chaired by Gonzolo de la Melena and Joanna D'Shay, held their initial meeting on April 15, 2009 and their next meeting will be November 18, 2009. She said they approved a final draft of the business case for corporate support of census awareness activities. She said their action plan focus will be on involvement of small businesses in Phoenix hard-to-count neighborhoods in their census awareness efforts.

Tammy Perkins stated the Communities of Faith, co-chairs Rev. Bob Hake and Rev. Eve Nuñez, held their initial meeting on March 26, 2009 and their next meeting will be November 5, 2009. She said they had a successful Partnership Support Program application for banners for 60 churches in Phoenix hard-to-count neighborhoods. She noted that their action plan focus will be on involvement of all denominations in census awareness activities.

Ms. Perkins reported the Community & Schools Subcommittee, co-chairs Molly Kemp and Dr. Jim Rice, held their initial meeting on March 24, 2009 and their next meeting will be November 17, 2009. She said they are working to support the Census Bureau's National Census in Schools roll-out. They also are moving forward with local programs and are planning a press conference the week of November 16, 2009 that will most likely be held in the Alhambra School District. Details will be announced as plans are finalized. She noted that the Committee's action plan focus will be on integrating census awareness messages into existing school district internal and external communications.

Tammy Perkins said the Media Subcommittee, co-chairs Maria Barquin and Art Brooks, held their initial meeting on March 4, 2009 and their next meeting will be November 4, 2009. She said they are exploring opportunities for census social media campaigns, such as Facebook, MySpace and Twitter. She said the group supported the Census Bureau's October 7, 2009 Spanish Media Breakfast. She said the universal English and Spanish brochures are completed and the text of Spanish brochures aimed at the immigrant community.

Ms. Perkins stated the Minority Outreach Subcommittee, co-chairs Mel Hannah and Janey Pearl, held their initial meeting held on March 11, 2009 and will hold their next meeting on November

3, 2009. She mentioned they completed a Tagalog language flyer for the Filipino community. She noted they completed the Lesbian Gay Bisexual Transgender (LGBT) community flyer for the Phoenix Rainbows Festival. The flyer was aimed at same-sex couples noting how the data would be reported in 2011. Other communities around the area have expressed interest in distributing the flyers as well. She said the action plan focus will be on leveraging agency credibility in support of census messages.

Ms. Perkins also noted that the Phoenix web site ([phoenix.gov/census2010](http://phoenix.gov/census2010)) is now live. All collateral material is available on the website.

She said the 2009-10 management performance indicators include Census 2010 support. All plans have been received and include creative ideas. One idea she mentioned was the municipal court will be playing Census video clips on what the Census means to the City of Phoenix for potential jurors as they sit in the jury waiting rooms.

#### 4b. "Count to '10" Census Outreach Group

Kelly Taft said the MAG Count to '10 Census Outreach Group continues to work on coordinating regional communication efforts.

She noted that at the October 2009 meeting the group discussed security concerns regarding Census worker safety. This has become a significant topic since September when a Census survey worker was found hanged in Kentucky. While the Census Bureau hasn't responded specifically to this incident, which is still under investigation, the Bureau has distributed a "Response to Query" that discusses the steps necessary to ensure safety of census employees. Ms. Taft noted that the group's understanding, and what the data show, is that dog attacks and car accidents pose the biggest threat to census employee's safety. Copies of the "Response to Query" were distributed at the Outreach Group meeting. She noted that she had a few copies with her at the meeting for any members who were interested.

Ms. Taft reported that at the October 2009 meeting Al Macias of the Census Bureau provided an update on regional activities. She said Al Macias announced that Vangent, Inc will be staffing the Census 2010 Phoenix Paper Data Capture Center located at 43rd Avenue and Buckeye Road, where all 2010 census questionnaires west of the Mississippi will be processed – or about 40 percent of all census forms in the country.

She reported that the group also discussed possible message confusion between the American Community Survey and the census questionnaire, both of which may be conducted simultaneously by the Census Bureau. The American Community Survey is the traditional "long form" survey that goes out every month to a limited number of homes across the country. This item was informational only to make communication representatives aware that a very small number of Maricopa County residents may receive that survey and confuse it with the census.

Ms. Taft said that the Census Bureau is still soliciting partners for Questionnaire Assistance Centers, also known as QACs. The QACs serve as local help stations for people with questions about or who need help with their census forms. There are certain requirements these facilities must meet, such as there must be private areas available that ensure confidentiality. She noted that

churches are often good places for these centers, since they are trusted by the community. The Census Bureau will be focusing on the hard to count communities.

Ms. Taft state that four census offices will open on December 1st in Mesa, Scottsdale, Northwest Phoenix and Peoria. According to Al Macias, there will be between 200 and 500 people working from the offices, but not all employees will be housed at the offices. He said they will be questionnaire canvassing and will be recruited through the bureau.

She noted that other topics of discussion at the MAG Count to'10 Census Outreach Group were our media buy and public outreach efforts. MAG has applied for a micropurchase proposal to pay for 50,000 printed brochures targeted at immigrant communities, which are considered hard-to-count populations. MAG is also exploring an opportunity to obtain free Public Service Announcements at Harkins Theatres. In order to do so, MAG would need to utilize a 501(c)3 organization to obtain PSA space.

She also said that the city of Phoenix continues to work on the final media buys. The general media buy proposal has been presented and the Hispanic buy recommendations will be presented in November.

Ms. Taft also noted the following updates from member agencies:

- Mesa's complete count committee is focusing on the hard to count communities. The city has launched a census Web site link on the Mesa site. Queen Creek has census information on the Web site and town's Facebook page.
- Avondale hosted a Mayor's Faith Based summit and had a resident appreciation night event that attracted 2,000 attendees. They are working on school district outreach and working with senior centers.
- Fountain Hills is also working with seniors.
- Litchfield Park has posted several newsletter stories and is mailing full color post cards to every household.
- Tolleson is working on magnetic signs for vehicles and on establishing a QAC.
- Youngtown recently received partnership support funding for red t-shirts that say in Spanish – I count in Youngtown.
- Goodyear reported that they are distributing census items at baseball fields.
- Glendale noted they have presented information to their City Council.
- El Mirage noted they are developing a Spanish brochure.

George Pettit asked if MAG has received contributions from member agencies to support the region-wide media effort. Kelly Taft said that about half of the invoices have been received and the final deadline is February 15, 2010. She said she would follow-up to confirm how many had been received.

#### 4c. Phoenix Local Census Office Operations

Al Nieto provided an update on the operations and activities of the Local Census Offices (LCO)s including the group quarters validation process and the opening of additional local census offices within the Maricopa County region. Mr. Nieto reported that the Group Quarters validation concluded within 3 weeks, one week ahead of schedule in September 2009. Mr. Nieto indicated

that unlike the address canvassing operation, the Group Quarters validation process did not use hand-held computers so it was a paper intensive process.

Mr. Nieto indicated that there will be approximately 3,000 Census jobs available such as enumerators and crew leaders. This does not include the Vangent jobs which will be discussed at another agenda item.

He provided an update on the Local Census Offices across Maricopa County. He provided a map of the area with the locations of the LCOs. He indicated that the only office that does not have a manager yet is the Southwest valley office, but they hope to have that staffed soon. The LCO Managers and phone numbers are also on the map.

DJ Stapley asked if the map will be available on the Census website. Al Nieto responded that yes, they will add it to the website. George Pettit indicated that the map will also be available on the MAG website.

George Pettit commented that internal staff in Gilbert is having a hard time appreciating the difference in data coordination and communication from a Special Census versus a Decennial Census when dealing with requests from the Census Bureau and others for assistance, but emphasized that we are all partners in this work and need to work together to get the best possible count. He indicated that since the communities in Maricopa County work closely with MAG and MAG maintains contact lists, it might be most helpful for Census Bureau to work with MAG staff.

#### 4d. Census Paper Data Capture Center Recruiting and Hiring Update

Mike Pelto from Vangent, Inc., gave a presentation on the staffing and activities that Vangent will be completing as part of Census 2010. Vangent has been hired by the Census Bureau to process approximately 40 percent of the Census forms or all those that come in from all areas west of the Mississippi River.

Mr. Pelto announced that the Vangent office will be located at 43<sup>rd</sup> Avenue and Buckeye in Phoenix with a Grand Opening ceremony scheduled for mid November. In his presentation he indicated that they will be hiring approximately 3,500 employees within 6 weeks starting in January 2010. They have already started hiring management staff and will continue through 2009.

He provided background on the company and their operations here in Phoenix. He indicated the qualifications for employment with Vangent, including that all employees must be at least 18 years of age and pass a background check.

#### 4e. Local Update of Census Addresses (LUCA) Feedback

Jami Garrison explained that the purpose of LUCA feedback is to provide feedback to local governments on addresses submitted to the Census Bureau as part of the Census 2010 LUCA program conducted in 2008. She reported that for those that submitted a computer readable LUCA file, passwords were sent via FEDEX to those LUCA liaisons. Materials began shipping nationwide on a flow basis beginning October 13 and are due back 30 calendar days from receipt. Ms. Garrison asked if anyone had not received passwords or LUCA materials.

No members indicated that they had not received the documents.

4f. New Construction Program

Peter Burnett explained that the Census 2010 New Construction Program is the opportunity for each agency to submit city-style mailing addresses for units constructed after the address canvassing for Census 2010 which was completed in March, 2009. This will ensure the Census Bureau sends questionnaires to all valid housing units in each jurisdiction. He said since each agency will be responsible for sending the information to the Census Bureau, MAG would like to support members in these efforts.

Mr. Burnett indicated that the deadline to sign up for this program has passed so if you did not sign up for it, you will not be able to participate. Mr. Burnett provided an update on where MAG staff are in assisting member agencies with this program. He indicated that MAG has received all the unit numbers for multi-family housing for quarter one and quarter two. He thanked the members for their assistance in providing this information.

He then advised members that he will be sending out the another request for multi-family units as soon as he completes processing quarter 3. At the end of October MAG is asking that member agencies begin sending their residential completion data on a monthly basis. He will send out an email reminder this week.

As information is received monthly, he will be requesting the multi-family unit numbers as well.

Mr. Burnett indicated that in the middle of each month MAG will send each jurisdiction a Census ready NCP file in census format. However, it will have a month and half lag. When a city receives their NCP materials, they should notify MAG so that their data will become a high priority in the processing.

He also stated that each deliverable will be a complete cumulation of all data, so that members can discard the previous month's data once a new set is received.

Thomas Ritz asked if MAG will go back to the quarterly system of data collection for residential completions after the Census is complete. Peter Burnett replied yes, while some cities may wish to continue monthly, if any one wishes to go back to quarterly at that time, that is not a problem.

George Pettit asked if it is easiest to incorporate the unit numbers for multi-family in the initial file sent or should it be done after a request from MAG. Mr. Burnett said that it can be done that way if desired. He will still be processing to check for any missing unit numbers and will follow up if needed.

4g. Update on the 2010 Boundary and Annexation Survey (BAS)

Jason Howard announced that the Census Bureau is distributing Boundary and Annexation Survey (BAS) materials to local jurisdictions for review and update. Information from the BAS is used when reporting Census 2010 results and to support the American Community Survey and Population Estimates programs. Mr. Howard stated that jurisdictions will be mailed paper versions of the BAS and requests for digital BAS or MTPS-based BAS must be submitted by January 15,

2010.

Mr. Howard announced that MAG will host a BAS workshop that is tentatively scheduled for January 7, 2010. The workshop will cover what's expected from each entity's BAS submittal and general strategies for updating streets and boundaries through the BAS. He also noted that responses to the 2010 BAS are due to the Census Bureau by March 1, 2009.

#### 4h. Census Timeline

Jami Garrison stated that MAG staff is continuing to monitor and work with the Census Bureau to ensure MAG member agencies are aware of and meet any deadlines in order to obtain an accurate and complete count in Census 2010. Ms. Garrison indicated that the timeline document has been included in the agenda packet for information purposes and asked that members continue to refer to that to be aware of any upcoming deadlines.

#### 5. Arizona Department of Commerce (ADOC) Update

Anubhav Bagley reported that the ADOC Council of Technical Solutions (CTS) is working on the 2009 Population Estimates. He noted that there are once again issues with the data used for completing the estimates. He explained some of the issues with the various data sources. Mr. Bagley indicated that MAG has received a few draft estimate numbers, but they appear to be too high. He also indicated that ADOC has been working with a new method known as the "Death Rate Method" but that one requires more study.

Mr. Bagley said that the next POPTAC meeting is set for November 10, 2009 in order to be able to review a new, updated set of 2009 Population Estimates that MAG hopes to receive by November 2<sup>nd</sup>.

Mr. Bagley then discussed the status of the 2012 Population Projections which would be developed using 2010 Census numbers. He said that the Council of Technical Solutions (CTS) had viewed a presentation by Marshall Vest of the University of Arizona on his method for population projections. He also indicated that the CTS would also be given a presentation on population projections by a consultant, C2ER, at the November CTS meeting.

George Pettit clarified that the next meeting of POPTAC would be in about 3 weeks in order to get the Population Estimates approved and reviewed by POPTAC.

#### 6. Socioeconomic Modeling and Research Support project

Anubhav Bagley provided an update on the Request for Qualifications to establish an on-call list of consultants to provide research, data collection, data analysis, and programming support. Mr. Bagley reported that the RFQ was issued on September 21, 2009 with responses due by October 23, 2009. He indicated that the RFQ was focused on two areas of expertise: 1) Research, Data Collection, Demographic and Economic Analysis; and 2) Application Development, GIS, Database Management and Socioeconomic Modeling. He stated that the evaluation panel is multi-jurisdictional and that seven proposals had been received.

Max Enterline asked for the date of the latest NAICS data. Anubhav Bagley reported that it is

August 2007. Rita Walton commenting that the goal is to have updated databases by July 2010 to be consistent with all of the population side of information that will be coming from the Census Bureau.

Wahid Alam stated that it would be helpful to include the “snowbird” population in the research of the business cycle for the area. Anubhav Bagley responded that this is a good idea and in fact the current data includes both transient and seasonal population components. He indicated that MAG would look into this data series further.

DJ Stapley asked how a site is considered a regional employment center. Anubhav Bagley responded that MAG uses the data from the General Plans of all member agencies. Information from where employment centers are being planned by each city is taken from the General Plans. Mr. Bagley also indicated that the annual job center survey gathers additional data that is used in the modeling.

George Pettit commented that as the cities update their General Plans it is critical to inform and pass that information on to MAG staff so that the information gets updated.

DJ Stapley asked if when using the General Plan information if there is a general “jobs to population” calculation used. He suggested that some of the General Plan information may not come to fruition. Anubhav Bagley replied that the various factors and methods are used. Employment and land use data are used in the model. Jobs per household and jobs per person are taken into account but generally at a region level and not at the city level.

#### 7. Vice Chair Term Appointment

George Pettit reminded the POPTAC members to submit their Letters of Interest for the Vice Chair appointment by November 6, 2009. Letters should be submitted to councilwoman Peggy Neely, MAG Chair, with a copy to Heidi Pahl at MAG.

#### 8. Regional Updates

Richard Turner, Town of Fountain Hills, gave a presentation on the General Plan update underway in Fountain Hills. Mr. Turner provided a background on the existing General Plan and explained the current process underway to update the General Plan. Mr. Turner indicated that the plan was submitted to the public in September 2009 and is available on their website. He indicated that this update would be considered their 10 year General Plan update. The Town anticipates seeking voter approval of the Plan in May 2010.

Eddie Lamperez, City of Scottsdale, asked if the new General Plan addresses the issue of trails and bike ways with respect to connectivity. Richard Turner indicated that the Plan does address these issues.

Thomas Ritz asked about the public input and if they felt the Open House and other mentioned public events were adequate for public involvement. Richard Turner responded that yes, they felt it was sufficient. The plan has been made available on their website and had a lot of local press coverage encouraging the public to participate. He indicated that the Plan had been in the mind of the public since the beginning and they have been made aware through media outlets.



In other updates, Rita Walton mentioned that the MAG Executive Committee had made a special case for POPTAC to keep George Pettit on for another year as chairman. She commented on the excellent work and contribution he has done for POPTAC.

11. Next Meeting of MAG POPTAC

George Pettit said the next meeting of the MAG POPTAC is scheduled for Tuesday, November 10, 2009 at 10:00 a.m. The meeting adjourned at 11:19 a.m.